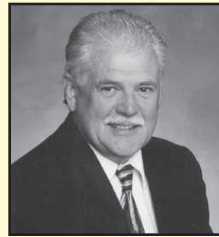


WHO PAYS THE AUCTIONEER'S FEE?

The auctioneer is paid at closing with the buyer's premium that is added to the buyer's final bid. If the property is sold on a pre or post auction, the price will include the buyer's premium.

WHY SHOULD I SELL MY PROPERTY USING THE AUCTION METHOD?

The auction method accelerates the sale of your property by generating consumer interest and activity and puts buyers in a competitive bidding format which brings the seller non-contingent contracts. This means a quick transaction for the seller.



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We Get Results!



A Seller's Guide to Real Estate Auctions

presented by



TYPES OF AUCTIONS

• ABSOLUTE AUCTION

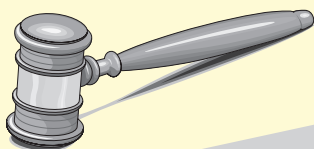
This property is sold to the highest bidder, regardless of the price. It generates maximum response from the market place.

• RESERVE AUCTION

In this scenario, the high bid is reduced, in effect, to an offer not a sale, a minimum bid is not published, and seller reserves the right to accept or reject the highest bid.

• MINIMUM BID AUCTION

The auctioneer will accept bids at, or above a published minimum price. This minimum price is always stated in the brochure and advertisements and is announced at the auction.



THE AUCTION METHOD: Is It Suitable For You?

Do you want to obtain the maximum price and the best terms for your property? Yes No

Are you ready for a Non-Contingent Contract? Yes No

Would you like a 95% chance of selling and closing your property within 60 days? Yes No

Are you willing to accept what today's market will produce for your property? Yes No

Do you want someone else to pay your commission? Yes No

A "YES" to any of these questions means: THE AUCTION METHOD IS SUITABLE FOR YOU!!!

WHY SHOULD A SELLER CONSIDER AN AUCTION?

There are many reasons for a seller to consider the auction method including:

1. Quick sales and speedy closing
2. Reduce "carrying" cost
3. Obtaining true market prices efficiently
4. Instant attention on the property
5. Auction creates an urgency to buy

Auctions are also beneficial to the realtor. Realtors can profit from real estate auctions by:

1. Referring prospective sellers and earning a referral fee
2. Registering prospective buyers for an auction and earning a commission when the sale closes
3. Participation in a joint-venture with an auction company

(continued)